

WHAT IS CLAIMED IS:

1. A spinning top, comprising:

a compact disc; and

5 a spinning head comprising means for engaging a compact disc at an axially concentric position.

2. The spinning top of Claim 1, wherein said compact disc is selected from the group consisting of promotional CDs,

10 music CDs, Internet CDs, marketing CDs, software CD, gaming CDs, blank CDs, and data CDs.

3. The spinning top of Claim 1, wherein said spinning head comprises a shallow conical-shaped base.

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4. The spinning top of Claim 1, wherein said means for engaging said compact disc at an axially concentric position is a hub.

20 5. The spinning top of Claim 1, wherein said means for engaging said compact disc at an axially concentric position is a hub, wherein said hub is dimensioned, and downwardly tapered to a larger diameter, to facilitate

frictional engagement of said hub with a central aperture of said compact disc.

6. The spinning top of Claim 1, wherein said means for
5 engaging said compact disc at an axially concentric position is a hub, wherein said hub is in the form of a right cylinder and comprises spaced-apart, downwardly tapered projections extending outwardly therefrom for providing an interference or frictional fit with a central
10 aperture of said compact disc when said hub is engaged therewith.

7. The spinning top of Claim 1, wherein said means for engaging said compact disc at an axially concentric
15 position is a hub, said hub having an annular groove formed therearound for functioning as a relief to facilitate flush and secure seating of said compact disc over an upper surface of said spinning head when said compact disc is engaged with said hub.

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8. The spinning top of Claim 1, wherein said means for engaging said compact disc at an axially concentric

position is an adhesive selected from the group consisting of tapes, epoxies, resins, glues, and combinations thereof.

9. The spinning top of Claim 1, wherein said means for
5 engaging said compact disc at an axially concentric position is selected from the group consisting of tabs, prongs, clasps, resilient members, o-rings, grommets, clamps, magnets, magnetic clamps, grasping protuberances, elongated support arms, retaining clips, and combinations
10 thereof.

10. The spinning top of Claim 1, wherein said spinning head comprises a shaft for spinning said spinning head.

15 11. A spinning top, comprising:

a compact disc comprising a central aperture; and

a spinning head comprising a hub dimensioned, and
downwardly tapered to a larger diameter, to facilitate
frictional engagement of said central aperture of said
20 compact disc therewith.

12. The spinning top of Claim 11, wherein said compact disc is selected from the group consisting of promotional

CDs, music CDs, Internet CDs, marketing CDs, software CD, gaming CDs, blank CDs, and data CDs.

13. The spinning top of Claim 11, wherein said spinning
5 head comprises a shallow conical-shaped base.

14. The spinning top of Claim 11, wherein said spinning head comprises a shaft for spinning said spinning head.

10 15. The spinning top of Claim 11, further comprising an annular groove formed around said hub for functioning as a relief to facilitate flush and secure seating of said compact disc over an upper surface of said spinning head when said compact disc is engaged with said hub.

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16. A method of converting a compact disc into a spinning top, said method comprising the steps of:

a. obtaining a spinning head comprising means for engaging a compact disc at an axially concentric position;

20 b. engaging the compact disc with said means for engaging; and,

c. spinning said spinning head with the compact disc engaged therewith.

17. The method of Claim 16, wherein said spinning head comprises a shallow conical-shaped base.

18. The method of Claim 16, wherein said means for
5 engaging the compact disc at an axially concentric position is a hub.

19. The method of Claim 16, wherein said means for
engaging the compact disc at an axially concentric position
10 is a hub, wherein said hub is dimensioned, and downwardly tapered to a larger diameter, to facilitate frictional engagement of said hub with a central aperture of the compact disc.

15 20. The method of Claim 16, wherein said means for engaging the compact disc at an axially concentric position is a hub, wherein said hub is in the form of a right cylinder and comprises spaced-apart, downwardly tapered projections extending outwardly therefrom for providing an
20 interference or frictional fit with a central aperture of the compact disc when said hub is engaged therewith.

21. The method of Claim 16, wherein said means for engaging the compact disc at an axially concentric position is a hub, said hub having an annular groove formed therearound for functioning as a relief to facilitate flush
5 and secure seating of the compact disc over an upper surface of said spinning head when the compact disc is engaged with said hub.

22. The method of Claim 16, wherein said means for
10 engaging the compact disc at an axially concentric position is an adhesive selected from the group consisting of tapes, epoxies, resins, glues, and combinations thereof.

23. The method of Claim 16, wherein said means for
15 engaging the compact disc at an axially concentric position is selected from the group consisting of tabs, prongs, clasps, resilient members, o-rings, grommets, clamps, magnets, magnetic clamps, grasping protuberances, elongated support arms, retaining clips, and combinations thereof.

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24. The method of Claim 16, wherein said spinning head comprises a shaft for spinning said spinning head.

25. An apparatus for converting a compact disc into a spinning top, said apparatus comprising:

5 a spinning head comprising a hub dimensioned to frictionally engage a compact disc at an axially concentric position.

26. A method of advertising, comprising the step of:

10 a. supplying a consumer with a spinning head adapted to retain a compact disc in an axially concentric position therewith, said compact disc comprising promotional material thereon.

27. The method of Claim 26, further comprising the step of: b. distributing said spinning head in combination with
15 said compact disc.